

## WHAT IS CLAIMED IS:

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a1  
1. ~~A display device, having:~~

~~at least two set of maximum luminances including an image maximum luminance for displaying an image and an ordinary maximum luminance for displaying non-image information, said ordinary maximum luminance being lower than said image maximum luminance.~~

2. The display device according to claim 1, further having a luminance adjusting unit which, when the non-image information is displayed in cases of display of only the image, or display of a mixture of the image and the non-image information, or display of only the non-image information, adjusts a brightness of the display in an area of the non-image information or in an entire display screen in accordance with said ordinary maximum luminance.

3. The display device according to claim 1, further having a luminance switching unit which switches a brightness of display in an entire display screen to either adjustment depending on said ordinary maximum luminance or adjustment depending on said image maximum luminance.

4. The display device according to claim 3, wherein said luminance switching unit has a selection unit which makes adjustment to the brightness of the display depending on said image maximum luminance in a case of display of

only the image and makes adjustment to the brightness of display depending on said ordinary maximum luminance in a case of display of only the non-image information and which also selects the brightness of display depending on said ordinary maximum luminance and the brightness of display depending on said image maximum luminance.

5. The display device according to claim 1, wherein an entire display screen is adjusted to a brightness of display not higher than said ordinary maximum luminance in accordance with an operation using graphical user interface.

6. The display device according to claim 1, wherein adjustment of a brightness of display in relation to said ordinary maximum luminance and said image maximum luminance is performed by adjustment of either a light source for display or image data or both.

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a2

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B2